

## Message Text

UNCLASSIFIED

PAGE 01 SYDNEY 00273 100831Z

17

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W

----- 090431

R 100530Z FEB 75

FM AMCONSUL SYDNEY

TO SECSTATE WASHDC 6040

INFO USDOC WASHDC

AMEMBASSY CANBERRA

AMCONSUL MELBOURNE

AMCONSUL BRISBANE

AMCONSUL PERTH

UNCLAS SYDNEY 0273

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJ: IN-STORE PROMOTION; FY 1976

REF : SYDNEY A-142

STATE 8196

1. DISCUSSIONS BETWEEN CONGEN AND ROY GOOTENBERG WERE TIMELY AND EFFECTIVE. MEETINGS WITH DAVID JONES ON PLANNED 1976 AMERICAN PROMOTION RESULTED IN AGREEMENT IN PRINCIPLE BETWEEN CONGEN AND DAVID JONES TO GO AHEAD WITH IN-STORE PROMOTION.

2. AFTER GOOTENBERG'S WORKING LEVEL CONTACTS WITH DAVID JONES REPRESENTATIVES, HE AND I MET WITH CHAIRMAN CHARLES LLOYD JONES AND FOUR BOARD MEMBERS AT LUNCH FEBRUARY 6. RESULTS PROVED DAVID JONES EXCEEDINGLY INTERESTED IN U.S. HELP AND HOPES TO WORK OUT MUTUALLY AGREEABLE ARRANGEMENT. BOARD CHAIRMAN REGARDS THE ELEMENTS IN SUGGESTED CONTRACT AS BEING INCOMMENSURATE IN THAT U.S. CONTRIBUTION OF DOLS 25,000 ALONGSIDE DAVID JONES' OWN MINIMUM ESTIMATED EXPENDITURE ON PROMOTION OF QUARTER MILLION, HARDLY WARRANTS A CONTRACT COMMITMENT TO INTRODUCE ONE THIRD NEW AMERICAN LINES IN PLANNED PROMOTION - PARTICULARLY IN VIEW DAVID JONES' LONG RECORD AS A LEADER IN INTRODUCTION AMERICAN UNCLASSIFIED

UNCLASSIFIED

PAGE 02 SYDNEY 00273 100831Z

LINES TO AUSTRALIA.

3. WHILE APPRECIATING GOOTENBERG'S 9) 25,000 OFFER, WHICH DAVID JONES WOULD ACCEPT, THEY ARE ALSO PARTICULARLY INTERESTED IN ASSISTANCE IN CONTRACTS, CENTERPIECE MATEIALS, COOPERATIVE ADVERTISING AND PROMOTIONAL ASSISTANCE FROM PARTICIPATING U.S. FIRMS AND SUPPLIERS; ENTERTAINERS SUCH AS HAWAIIAN PERFORMERS, IN WILLIAMSBURG COLLECTION, BOBBI BROOKS PROMOTIONAL AID, VISITING PERSONALITIES.

4. WHAT IS NEEDED IS A LITTLE TIME FOR POST TO WORK OUT WITH DAVID JONES WHAT THEY NEED AND TO DEVISE MUTUALLY AGREED FORMULA WHICH TAILORS THEIR NEEDS TO WHAT WE HAVE TO OFFER. CONGEN WILL BE WORKING ON THIS AND WILL KEEP WASHINGTON INFORMED.

HANNAH

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 10 FEB 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975SYDNEY00273  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750047-0718  
**From:** SYDNEY  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1975/newtext/t19750256/aaaabyex.tel  
**Line Count:** 77  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 75 SYDNEY A-142  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** CunninFX  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 24 APR 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <24 APR 2003 by RuthemTJ>; APPROVED <22 JAN 2004 by CunninFX>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** IN-STORE PROMOTION; FY 1976  
**TAGS:** BEXP, AS  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006